

CHAPTER 27
Signs and Outdoor Advertising

27.01 Policy and Purpose (Am. #1-19)

(Am. #17-11)(Am. #1-19)

The purpose of the regulations contained in this Chapter is to establish standards to safeguard life and property and promote and preserve public welfare and community aesthetics by the establishment of comprehensive standards, regulations and procedures governing the erection, use and display of signs. The regulations found in this Chapter balance the need for signage with the impact of such signage by establishing standards related to the use, location and intensity of particular land uses. Additional purposes of these sign regulations are to:

- (1) Permit the effective use of signs as a means of commercial and non-commercial communication;
- (2) Maintain and enhance the ability of the City to attract sources of economic development and growth;
- (3) Maintain and enhance the ability of the City to preserve and protect special and unique natural and architectural features and historic landmarks;
- (4) Maintain and enhance the unique, historic old-world nature of the downtown district, and encourage pedestrian travel between businesses there.
- (5) Preserve the beauty and character of the City by aesthetically complementing the development which a sign identifies;
- (6) Promote a healthy and properly designed business environment;
- (7) Safeguard the general public from damage and injury which may be caused by the faulty and uncontrolled construction of signs within the city;
- (8) Maintain pedestrian and traffic safety and minimize the distractions, hazards and obstructions caused by signs;
- (9) Preserve property values within the city and allow signs appropriate to the character of each zoning district;
- (10) Enable the fair and consistent enforcement of these sign regulations;
- (11) Ensure that the constitutionally-guaranteed right of free speech is protected.